The Role of Technology to Support Organisational Strategy

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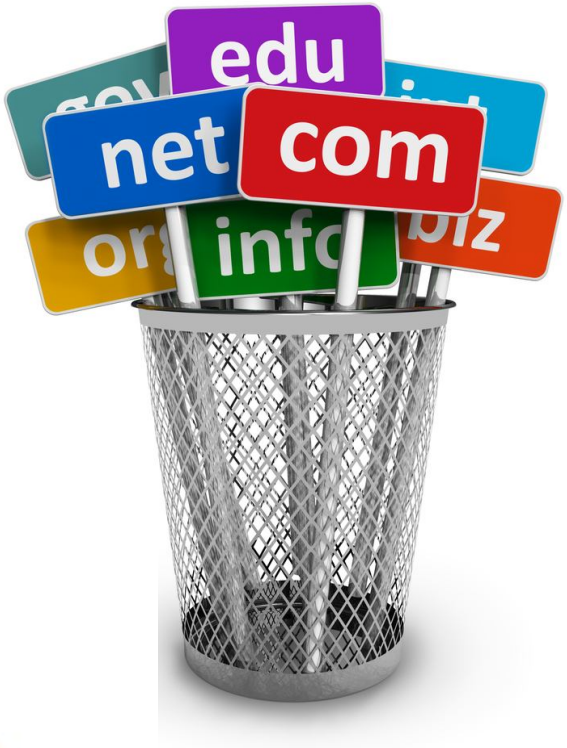
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3 Significant Mobile Web Trends

Smartphone Adoption
US mobile users by device, m

	2010	2011	% Change
Smartphones	45.4	69.5	53
Mobile Phones	188.6	164.5	-13
Total	**234**	**234**	

Source: comScore.com

- **Adoption of mobile devices to access internet is faster than any other technology shift in history**
- **Internet access by smartphones will soon eclipse the desktop**
- **Mobile ad spending continues to ramp explosively** *Source: Morgan Stanley*

... *a scenario*

"…if you really want me to deliver the numbers the only way is to put a lot of what we currently do in-house out to the cloud!"

- What is he saying?
- What are your immediate perceptions of risk?
- What benefits would persuade you and your institution to go into the cloud?

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...so what is this cloud?

... some properties of the cloud

- *you don't know where it is!*
- *on-demand/self service*
- *network enabled*
- *flexible capacity*
- *constantly updated*

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... some benefits

- capex to opex
- scalability – up and down
- pay for use
- sustainability
- optimised resources
- supported by experts

... campus drivers

- *service improvement*
- *carbon reduction*
- *real estate optimisation*
- *power provisioning*
- *cost reduction*

… concerns

- *risk*
- *it's new – new skills/roles*
- *business process change*
- *cost of transition*
- *robustness of suppliers*
- *lock-in*

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... is this optional?

85 → **6**

... optimising resources through community brokerage

- *trusted intelligent customer*
- *enabled by JANET network*
- *JANET brokerage combines:*
  - *demand – research/HE/FE*
  - *supply – community and commercial*
- *piloting now*

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… the role of technology to support organisational strategy?

"… innovation distinguishes between a leader and a follower"

Steve Jobs